11th National Green Power Marketing Conference

What Motivates Leading Purchasers?

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Today's Discussion

- First, *EPA data* on non-residential purchasing
  - Non-residential = commercial, industrial, institutional and governmental

- Second, corporate *Partners' perspectives* on:
  - Presenting green power internally
  - Completing a purchase
 - Capturing the benefits

EPA Green Power Partnership

- Transforming Markets for Renewable Energy
  - Encouraging voluntary purchases of renewable energy
  - Building demand for new renewable energy facilities
  - Reducing the risk of climate change

- Providing Carrots, Not Sticks
  - Offering credible benchmarks and market information
  - Promoting partners' environmental leadership

- Keeping It Simple
  - Sign agreement and complete purchase within 1 year
  - Provide annual update

Green Power Purchases & Goals

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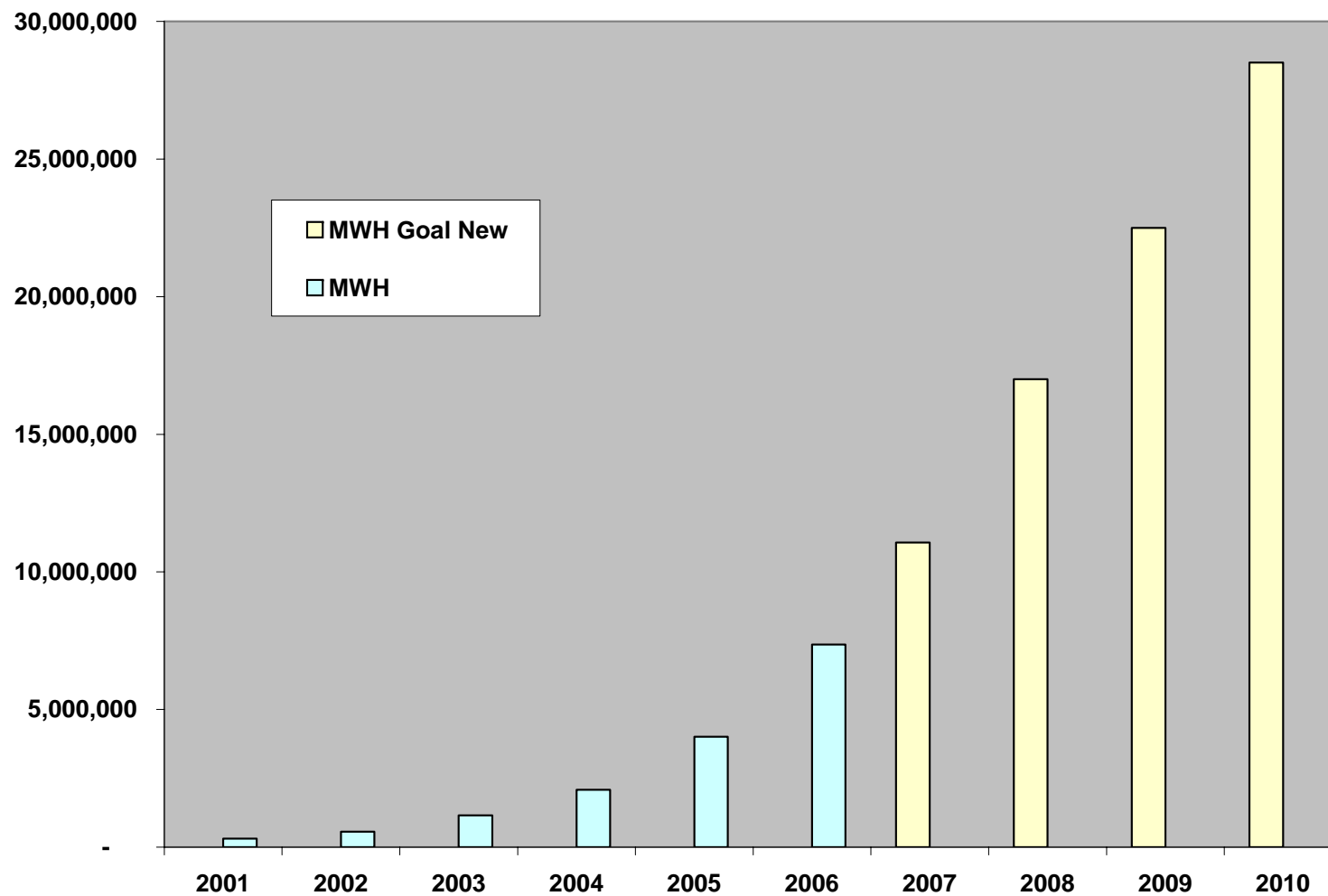
Partnership Data by Benchmark

Annual Electrical Load	Benchmark	Partners	Green Power (MWh)	Green Power % of Total Load	New % of Product
Over 100,000 MWh	**2%**	**76**	**5,904,818**	**11%**	**85%**
10,000 - 100,000 MWh	3%	103	1,045,606	32%	91%
1,000 – 10,000 MWh	6%	138	251,774	45%	91%
100 – 1,000 MWh	10%	145	43,869	68%	95%
Under 100 MWh	15%	191	31,968	472%	98%

New MWh & Upsells (11/20/06)

Year Joined	# of Partners	Sum of GP 2001	Sum of GP 2002	Sum of GP 2003	Sum of GP 2004	Sum of GP 2005	Sum of GP 2006	Total
2001	19	102,979	44,322	83,886	186,055	430,059	160,632	1,070,096
2002	38		140,722	41,334	47,570	33,848	120,251	543,862
2003	109			417,093	389,773	935,740	90,015	1,832,864
2004	230				286,232	171,796	635,590	1,083,696
2005	104					643,199	173,241	816,440
2006	141						1,868,934	1,698,934
Suspended	152	203,064	66,186	42,333	17,226			
Upsells			44,322	295,220	623,398	1,577,342	1,249,248	
Total	642	165,143	185,044	542,313	909,629	2,214,650	3,261,964	7,216,580

Purchasing by Organization Type - 2005

Industry Type	Partners	Green Power (MWh)
Government (Federal)	16	1,660,000
Manufacturing	45	460,000
Government (Local, Municipal)	45	350,000
Automotive	16	180,000
Education (Higher)	41	280,000
Food, Food Services	83	200,000
Retail	48	210,000

Public sector total: 2,010,000 MWh
Private sector total: 1,112,000 MWh

Purchasing by Organization Type - 2006

Industry Type	Partners	Green Power (MWh)
Federal Government	16	1,825,252
Retail	48	942,720
Manufacturing	60	782,925
Higher Education	68	730,714
Banking, Financial Services	12	675,427
Local Government	59	561,419
Food, Food Services	73	346,206

Private sector total: 3,079,000 MWh
Public sector total: 2,387,000 MWh

Fortune 500 Challenge

- **Goal:**
  - Double the amount of green power purchases by F500 companies under GPP in order to exceed a combined 5 billion kilowatt hours of purchased green power annually

- **Challenge:**
  - Increase current F500 purchasing from 2.5 billion kWh to 5 billion kWh

- **Status:**
  - Launch at the 2006 National Renewable Energy Marketing Conference and conclude January 2008 with a recognition event
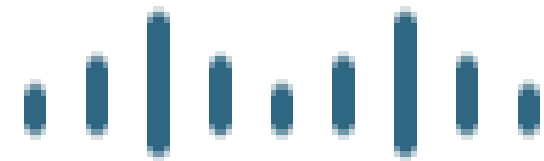 - At launch, more than 40 Fortune 500 companies are participating

EPA GREEN POWER PARTNERSHIP

Our Panelists